

MAYOR TO SPEAK IN SOUTH.

Will Make Address at Memorial to Grandfather.

Mayor Mitchell the latter part of the week will go to Charleston, S. C., where next Monday he will speak at a memorial service in honor of the memory of his grandfather, John Mitchell, who fought on the Confederate side and was killed in battle.

On July 25 the Mayor will address the Forum at Chautauqua and on Aug. 15 he will leave the city for a three weeks' vacation "in the woods."

JUST A LITTLE POSLAM WILL CLEAR THE SKIN

Poslam is so intense in healing power that just a little of it and few applications will show what it can do. Itching stops; undue redness of the skin is cleared away overnight. Eczema and all virulent skin troubles demand precisely the healing power which Poslam exerts. The skin is forced to respond. Stubborn cases of Acne are healed. Pimples and Bashes driven away. Sunburn, Mosquito Bites quickly relieved.

Your druggist sells Poslam. For free sample write to Emergency Laboratories, 32 West 53rd Street, New York. Poslam Soap used daily for toilet and bath, improves and beautifies skin and hair. 25 cents and 15 cents.

"Storm Hero"

Practically Indestructible Umbrella

We Give You a New Umbrella if the Wind Breaks It

Costs from \$1 to \$10

For Men and Women Why not buy an Umbrella that will last? It is made of a material that is practically indestructible. It is made of a material that is practically indestructible. It is made of a material that is practically indestructible.

"GOLDEN RULERS" CHARGED WITH USE OF MAILS IN FRAUD

Franklin's, Incorporated, Said to Have Claimed Lord Blessed Their Firm.

To clear the calendar of the Criminal Branch of the Federal District Court, United States District Attorney H. Snowden Marshall today succeeded in getting two of the long delayed mail fraud prosecutions under way.

Before Judge W. I. Grubb of Alabama, Max Stern and Barney Zinn who, according to the indictment, operated under the name of the Reliable Real Estate Brokerage Company at No. 62 Delancey street, are being tried.

The defendants are accused of having, by the use of the mails, fraudulently obtained money from persons having real estate for sale by representing that they had purchasers for such lands and houses.

Zinn and Stern, it is charged, obtained from their dupes a brokerage fee of \$20 and in addition took from M. S. Oulds of North Arlington, N. J., a blooded rooster which was his pride and joy. The indictment charges that although they collected their fees and the prize fowl, Zinn and Stern never produced a bona fide buyer.

Before Judge Gordon Russell of Texas, Nova Adolphus Brown, Harold Lewis Davis, Floyd N. Franklin, Thomas P. Cowhey, W. F. Gunter, Paul Smith, Herman R. Linger, William M. Andrus, L. E. Clarke and N. A. Brown, Incorporated, of No. 1 Wall street, are being prosecuted for an alleged \$650,000 stock swindle. The indictment charges that in the promotion of the sale of the stock of Franklin's, Incorporated, which has a candy-making plant in Long Island City, the defendants promised investors that within a few years Franklin's candies "will be sold in every

hamlet throughout the United States and we will be cutting one of those 1,000 per cent. melons that other candy makers have been cutting for many years."

The indictment further charges that a circular contained a picture of a five-story factory under the caption, "Our New Home," whereas the company's Long Island City structure is only a two-story structure.

Also, in the sale of stock, it is charged, that President Franklin in an advertisement said: "The Almighty certainly has prospered and rained down His blessings upon us of Franklin's. I feel in my soul that any business conceived in the spirit of the Golden Rule cannot fail to leave its indelible impress."

The trial will last three weeks.

BAKERS FIGHT NEW LAW.

Declare Ordinance Ordering Bread Covered Is Not Practical.

A delegation of the Associated Bakers of Greater New York called upon Mayor Mitchell today to protest against the law ordering them to cover bread with red nettings. The bakers pointed out that while the Commissioner of Health has strictly enforced the law against the bakers, certain lunch rooms and hotels were not molested. They declared that in many east side bake shops, where bakers keep bread, pies and cake on tiers of shelves, it was not practical to comply with the law.

Mayor Mitchell promised to look into the matter.

There's no law against eating better breakfasts!



TOASTED WHEAT FLAKES

The H-O Company, Buffalo, N.Y.

Store Opens Daily at 8:30

GIMBEL BROTHERS

Broadway and Thirty-third Street

Every Day New Clearance Offerings

"To Keep the New Store NEW"

A Sale for Men Of 1400 Fine Bathing Suits At \$2.45

For Regular \$4 and \$5 Grades

These are some of the finest bathing suits turned out by the firm of William Osborne, of Philadelphia—the mill surplus of the season.

All are new and perfect, in styles that critical men will wear this Summer on the most fashionable beaches.

Navy Blue Oxford Gray Black Trimmed with fancy stripes of white, cardinal and blue.

Sleeveless, welt sleeves and quarter sleeves. In the group are some of the new one-piece suits which are growing very popular because they have the comfort of the one-piece suit and yet look like two.

Also a few knitted bathing suits at the same price for early comers. All sizes, 34 to 44.

At \$2.45 each these suits are a rich haul. Ready tomorrow morning.

Main and Fourth Floors

A Wonderful La Markette Corset for \$2.50

It is really one of the remarkable offerings of the July Clearance Sale. In lines and finish it is identical with the regular \$5 La Markette corsets; but a little difference in the quality of the pink and white brocade in which it is made and a great saving in the price bring it tomorrow at \$2.50.

The corset is topless, with a very straight back and a new slightly incurved waistline, suitable for the new dresses. Size 19 to 26.

\$1.50 De Bevoise Brassieres, 85c Of light but strong batiste, with dainty embroidery, buttoned in back and crossed in front; reinforced armholes.

Pink Corset Shop, Second Floor

400 Fine Lingerie Petticoats at \$3.75

Were \$6 and More

This is a definite clearance of petticoats of delightfully fine materials, trimmed with delicate Valenciennes or effective cluny lace or finished with dainty wash ribbons.

At this new low price women who love pretty things will be glad to buy two or three of the petticoats apiece.

Second Floor

Clearance of Dinnerware

\$18.50 Fine English Porcelain 100-Piece Dinner Services... \$9.75

\$30 Limoges China, spray decorations, 100-Piece Dinner Services, including bread and butter plates... \$13.50

\$45 Fine English Porcelain 100-Piece Dinner Services, dainty border decoration... \$22.50

\$40 Limoges China 100-Piece Dinner Services, with spray or border decoration and coin gold edges and handles... \$25

\$25 Austrian Crystal 60-Piece Table Services, pretty deep etched design... \$15

\$27.50 French Baccarat Crystal 60-Piece Table Services, dainty etched festoon design... \$18.75

\$6.75 Highly polished Colonial Glass 60-Piece Table Services, including 12 each of five styles of glasses... \$4.75

\$1.25 Colonial Glass Ice Tea or Lemonade Glasses... 75c doz.

\$2.50 Austrian Engraved Crystal Handled Bon Bon Dishes... \$1.50 each

\$6 Austrian Engraved Crystal Table Compotes... \$2.95 each

\$3.75 Colonial Glass 13-Piece Punch Sets... \$2.75

Brassware

\$1.50 Polished Brass Candlesticks... 50c each

\$5 Umbrella Stands, rich brush finish... \$3.50

\$6 Jardiniere and Pedestal, brush finish... \$3.95

\$2.95 Hammered Brass Jardiniere, 10-inch size... \$1.95

\$1.50 Hammered Brass Fern Dish, metal lining... 95c

\$1.25 Brass Finger Bowls, embossed design... 60c doz.

Fifth Floor

Clearance of Notions

5c Card Savoy Safety Pins... \$ for 10c

5c Spool Thread... \$ for 10c

25c Box Imported Steel DM Pins... 20c

5c Paper "Duchess" Eng. Pins... \$ for 10c

8c Package Best Made Wire Hairpins... \$ for 10c

8c Shurt Belt Pins; as assorted sizes... \$ for 10c

15c Cubes Best Quality Pins... \$ for 10c

5c Real English Twill Tape... \$ for 10c

65c Piece Weight Tape (13 yds) White Edging and Insertion... \$ for 85c

5c Pair White Mohair Laces... \$ for 10c

25c Nickel Plated Skirt Gouges... ea. 20c

15c Imported Trousers or Skirt Hanger... \$ for 80c

25c Combination Coat and Trousers Hanger, imported... \$ for 80c

10c Card Place Ruche Supports (just right for new style collar)... \$ for 15c

Pearl Buttons and Crochet Buttons

15c to 50c Cards... at 10c to 25c

Main Floor

Tomorrow's Features in the Great Mill Clearance

Now in Progress

In the Subway Store

Good store keeping necessitated but a short July Clearance to put stocks in perfect shape, and now throughout the two vast floors of the fine spacious Subway Store, we are holding open house for the coming and going of Manufacturers' choice stocks at

Practically Factory Prices Women's and Girls' Apparel

Japanese Silk Dresses, Black and White, all sizes... \$4.75
Wash Skirts, ratine, well tailored, all sizes... \$1
Many hundreds of beautiful summer dresses for women and misses, all new styles in Linerie, cotton Crepe, striped Voiles, etc., some slightly handled, therefore, each at... \$1.50
Summer dresses for children in new wash fabrics, many French styles as well as middie and belted models, 2 to 6 years... 70c
Silk Moire Coats for women and misses, late models, at... \$4.95
Junior Summer Dresses of Linerie and cotton Crepe, many of which are samples, each at... \$2.95
New Blouses of fine Organdie, Voile and Crepe, best models, director collars... 65c
Housedresses (second) of a very famous make, very pretty models in Gingham, Lawn, Percale and Crepe, pretty trimmings of embroidery. Each imperfection is designated by a red tag. Included also are a number of Nurses' standard white Uniforms... \$1.75
Subway Balcony

Men's and Boys' Apparel

\$13.50 and \$16.50 Suits in the season's latest models, black and white stripes, blue pencil stripes, checks, plaids and blue serges, sizes 33 to 44... \$8.50
\$2.50 to \$3 Worsted Trousers for men who take under 38 inch waist measure in handsome striped worsted effects... \$1.50
\$2 and \$3 Wash Suits for boys, up-to-date models and fabrics, smartly trimmed, sizes 2 1/2 to 8 years... \$1
\$5 and \$6 Boys' All Wool Norfolk Suits with two pairs of knickerbockers, in smart light and medium weight mixtures, 6 to 13 years... \$3.50
\$2.50 and \$3 Boys' Norfolk Suits, new models and mixtures, 6 to 16 years... \$1.85
\$2 Straw Hats for men, all styles and sizes... 85c
50c and \$2 Straw Hats for children; of Milan... 50c
Subway Balcony

Shoes

\$8.50 and \$4 Shoes for men and women, summer models, all first quality, all sizes, pair... \$2.45
\$1.50 Women's low shoes and pumps, in all sizes, pair... \$1
Shoes for children in tan Caliskin with elkakin or leather soles, also three button white Nu-buck low shoes in sizes 5 to 2, pair... 85c
Subway Balcony

Traveling Trunks & Leather Goods

\$7 to \$8 Dress and Steamer Trunks, good, strong and durable... \$5
\$10 to \$12 Dress and Steamer Trunks, cloth lined, sizes 32 to 40 inch... \$7.50
\$12 to \$15 Dress and Steamer Trunks, 32, 36 and 40 inch... \$9
\$12.50 to \$15 Hand Bags in Morocco or Seal Grain, new models; fitted, leather or silk lined... 95c
\$6 Sole leather Suit Cases, linen lined, very fine value... \$4.50
Subway Balcony

Linens

\$3.50 to \$8.75 Pattern Table Cloths, 22 1/2 yds... \$1.75 to \$3.50
\$4 to \$9.75 Pattern Table Cloths, 22 1/2 yds... \$2 to \$4.50
\$5 to \$10.75 Pattern Table Cloths, 28 yds... \$2.50 to \$5
\$6.50 to \$10 Pattern Table Cloths, 77x77 in. to 90x114 in... \$3 to \$7.75
\$1.75 to \$3.50 Table Cloths, popular sizes... \$1 to \$1.75
\$3 Damask Linen Table Napkins, all perfect; sizes 22x22 in... \$3 doz.
\$1.50 to \$2 Table Damask, many beautiful designs; 70 inches wide... 75c yd.

Wash Goods

48c New Wash Ratines, 86 in. wide, in all the new colors... 15c yd.
12 1/2c and 15c Chambrays and Madras, 35-inch... 7c yd.

Dress Goods

\$1 and \$1.50 All-Wool Dress Goods, 54-inch... 45c yd.
85c to \$1 Dress Goods, latest materials, 44-inch... 35c yd.
50c and 65c Serges, Checks and Challis... 22c yd.
\$1.50 and \$2 Serges, Diagonals, Brocades and Bedford Cord... 75c yd.
Subway, Lower Floor

Sheets and Muslins

9c Unbleached Muslin, 88 inch, in mill lengths, from 2 to 15 yards each; yard... 5c
16c Bleached Pillow Cases, torn size, 45x36 inch; each... 12 1/2c
80c Seamless Sheets, full size, 81x90 inch, each... 55c
12 1/2c to 18c Cotton Fabrics in mill ends, from 2 to 8 yards each; yard... 5c
18c White Cotton Ratines, 27 inch, medium weight... 12 1/2c
22c English Long Cloth, soft quality, 36 inch, 10 yards to a piece; piece... 68c
\$1 White Bedspreads, Marcellus pattern, full size, each... \$1
\$1.85 Scalloped Bedspreads, crocheted, cut-out corners... \$1.25
Subway Lower Floor

Home Furnishings

48c Gray Enamel Cooking Utensils, each... 22c
\$1.50 Vollrath brown or white enameled Tea Kettles (5 qt.), each... 95c
\$15 and \$18 Tapestry Brussels Rugs, in sizes 9x12 ft. and 10 ft. 6x12 ft. 6 in. each... \$9 and \$10
\$19 and \$25 Seaming Tapestry Brussels Rugs, sizes 9x12 ft. and 8 ft. 6 in. 6x12 ft. 6 in. each... \$10.50 and \$12.50
\$25 and \$35 Axminster Rugs, sizes 9x12 ft. and 8 ft. 6 in. 6x12 ft. 6 in. each... \$10.50 and \$12.50
\$30c and \$40c Inlaid and Congoleum Linoleums, square yard, at... 25c and 35c
\$50c Linoleums in room lengths, square yard... 25c
10c and 15c Colored Serims in mill lengths, 56 inch, new colors, lengths 2 to 10 yards each; yard... 6c
\$30c and \$40c Curtain Madras, 98 inch, neat patterns... 16c
\$25c and \$30c Window Shades, some "seconds" others perfect, 86x72 in... 16c
\$9 Gas Domes in six styles, sold complete in amber, Nile or green... \$4.50
\$16 Brass Bed Outfit, two inch post bedstead; strong woven wire spring and a soft top mattress; all sizes... \$9.75
\$24 Brass Bed Outfit, continuous post bedstead, massive and handsome; excellent woven wire spring and a pure white cotton mattress... \$17.50
Subway Lower Floor

O'NEILL-ADAMS CO.

Sixth Avenue 20th to 22d Street

A Few Brief, Telegraphic, Vitally Important Items from Various Departments That Will Make Tuesday

A BARGAIN DAY OF EXTRAORDINARY INTEREST

The brevity of the items is for the convenience of shoppers whose time is valuable, and because such absolutely wonderful values are quoted to the best advantage briefly.

Women's Waists

Silk Waists, \$3.00 and \$4.00 values, at... \$1.95
Crepe de Chine Waists, \$4 and \$5 values, at... \$2.95
Lace and Net Waists, \$5 and \$6 values, at... \$2.95
Voile Waists, \$3.00 value, at... \$1.95
Voile and Cotton Crepe Waists, \$3.00 value, at... \$1.48
Voile Waists, \$2.00 value, at... 98c
Hand Embroidered Linen, \$4 to \$6 values, at... \$1.95
O'Neill Main Store—Third Floor.

Women's Wash Dresses

Women's \$3.98 Tub Dresses, daintily trimmed... \$2.69
Women's \$6.98 Summer Dresses, newest styles... \$4.50
Women's \$10.00 Dainty Summer Dresses, at... \$7.50
Women's \$2.98 Surf Cloth Bathing Suits, at... \$1.89
O'Neill Main Store—Third Floor.

Women's Summer Shoes

Women's \$5.50 Patent Colonials, with black, gray and fawn quarters, at... \$2.59
Women's \$3.50 Patent Colonials, turn sole, Louis XV. heel, fawn quarters, at... \$2.59
Women's \$3.00 Patent Cleo and Gun Metal Colonials, welt soles, for... \$2.29
Women's \$3.50 Outing Oxfords, rubber soles, in tan, white canvas, nubuck, for... \$2.95
Women's \$2.50 Patent and White Colonials, at... \$1.79
O'Neill Main Store—Second Floor.

Silks, Dress Goods, Wash Goods

89c 32-inch All Silk Stripe Shirtings, yard... 45c
89c 32-inch Imported Shantung Pongee, yard... 29c
\$1.00 Yard Wide Silk Poplins, yard... 49c
12 1/2c Linen Finish Chambray and Nurses' Stripe Seersuckers, yard... 6 1/2c
12 1/2c White Cross-Bar Voile, yard... 6 1/2c
19c White Nub Dress Crepe, yard... 10c
\$1.25 54-inch Black Wool Cheviot Serge, yard... 39c
Dress Goods Remnants; values to 69c, yard; all at... 19c
O'Neill Main Store—Second Floor.

Barnegat Cedar Lawn Furniture Reduced 1/3

\$1.50 Feather Pillows, 95c Big, sanitary and now filled with 16 pounds of fine, live, odorless, downy feathers; size 22x22 inches; covered with the highest grade S. C. A. narrow blue-striped ticking.

This is only one of the special features in the July Furniture Sale. Hundreds of other values in furniture for indoor and outdoor use at equal reductions. All our furniture is reduced 10 per cent. Hundreds of good values, just half price.

	Regular Price	July Sale		Regular Price	July Sale
Barnegat cedar high-backed Rocker	\$10.00	\$6.75	Barnegat cedar Magazine Stand	8.00	\$4.75
Barnegat cedar high-backed Chair	6.00	4.00	Barnegat cedar Tabourette	8.00	1.25
Barnegat cedar Settee	2.00	6.00	Barnegat cedar Plant Stand	8.00	1.75
Barnegat cedar Settee	18.00	12.00	Barnegat cedar Plant Stand	10.00	6.75
Barnegat cedar Arm Chair	9.00	6.00	Barnegat cedar Window Box	8.00	5.00
Barnegat cedar Rocker	9.00	6.00	Barnegat cedar Lawn Table	7.00	4.75

O'Neill Main Store—Second to Fourth Floor.